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CLAIMS:

- 1.  $\mathcal{S} / \mathcal{O}$  A method of enabling disintermediation in a business model, comprising embedding extra information related to the business model in content (116), distributing the content (116) with the embedded information via a third party (202) to a rendering device (204) for output (120) to a receiver (220) arranged for processing the embedded information in the course of the business model.  $\mathcal{P}_{\mathcal{S}} 2 + 1$
- 2. A method as claimed in claim 1, whereby the extra information is related to an e-commerce application.  $\rho_5$   $\ell_1$ 8 +
- 10 3. A method as claimed in claim 2, whereby the receiver (220) is arranged for participating in the e-commerce application.  $_{0.5}$  2  $_{0.5}$  2  $_{0.5}$ 
  - 4. A method as claimed in claim 1, whereby the extra information is embedded in the content (116) by means of a watermark.  $\rho_5 = 2$
  - 5. A method as claimed in claim 1, whereby the output (120) is in the acoustical domain.  $p_5 2$   $l_1 23$
- 6. A method as claimed in claim 1, whereby the receiver (220) comprises a 20 mobile phone. Ps 2 & 15-73
  - 7. An arrangement (100) for enabling disintermediation in a business model, comprising a content source (201) for embedding extra information related to the business model in content (116), a distributor (202) for distributing the content (116) with the embedded information to a rendering device (204) for output (120) to a receiver (220) arranged for processing the embedded information in the course of the business model.  $\frac{\rho_S}{\rho_s} = \frac{\lambda_s}{\rho_s} = \frac{2}{\rho_s}$
  - 8. A receiver (220) for use in the arrangement of claim 7, comprising receiving means (131) for receiving a signal (120) comprising extra information related to a business

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model, decoding means (132) for extracting the extra information from the signal (120), and processing means (133) for processing the embedded information in the course of the business model.

5 9. The receiver (220) of claim 8, being arranged for transmitting at least a portion of the output (120) to a supporting server (250) and for receiving from the supporting server (250) the extra information that was embedded in the portion.

10. A computer program product (141) comprising receiving means (131) for receiving a signal (120) comprising extra information related to a business model, decoding means (132) for extracting the extra information from the signal (120), and processing means (133) for processing the embedded information in the course of the business model.